

Message Text

UNCLASSIFIED

PAGE 01 MANAMA 00768 051538Z

44

ACTION AGR-10

INFO OCT-01 NEA-10 ISO-00 EB-07 COME-00 /028 W

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R 051410Z JUL 75

FM AMEMBASSY MANAMA BAHRAIN

TO SECSTATE WASHINGTON DC 2257

INFO AMEMBASSY BEIRUT LE

AMCONSUL DHAHRAN SAUDI ARABIA

AMEMBASSY JIDDA SAUDI ARABIA

UNCLAS MANAMA 0768

KUWAIT FOR A/PAO

E.O. 11652: N/A

TAGS: BEXP, BA

SUBJECT: PROPOSED IN-STORE PROMOTIONS NOVEMBER 1975

REF: STATE 155175

1. WE HAVE TALKED WITH DAWANI SEVERAL TIMES IN LAST WEEK. HE IS LEAVING FOR A MONTH IN LONDON ON JULY 13.

2. DAWANI SAID THAT HE SAW SIMON BAKHT OF ARAB MARKETING AND FINANCE LAST WEEK, THAT BAKHT HAD RECEIVED MANUFACTURING KIT (PARA TWO SHEPARD'S JUNE 6 LETTER TO DAWANI) BUT PROFESSED TO HAVE NO IDEA OF WHAT HE WAS TO DO WITH IT IN ABSENCE FURTHER INSTRUCTIONS. BAKHT DID NOT CONTACT EMBASSY; WE DID NOT KNOW HE WAS IN TOWN.

3. DAWANI STILL AWAITING ESTIMATE FROM LOCAL PUBLIC RELATIONS FIRM OF COST OF ALL PROMOTIONAL ACTIVITY. IT CLEAR FROM OUR DISCUSSIONS, HOWEVER, THAT DAWANI IS COUNTING ON HIS U.S. SUPPLIERS TO COVER HIS SHARE OF PROMOTION COSTS, WITH FAS PICKING UP THE OTHER 50 PCT (REF STATE 113245). DAWANI FULLY UNDERSTANDS THIS IS HIS PROBLEM, NOT USG'S.

4. AMBASSADOR'S COMMENT: THIS IS LOOKING PRETTY MUSHY TO ME. SUGGEST SHEPARD FOLLOW UP WITH CABLE TO DAWANI TO TRY
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TO FIRM HIM UP, SENDING COPY TO EMBASSY.

TWINAM

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 JUL 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MANAMA00768
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750233-0193
From: MANAMA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750783/aaaacvoe.tel
Line Count: 62
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION AGR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 155175
Review Action: RELEASED, APPROVED
Review Authority: CollinP0
Review Comment: n/a
Review Content Flags:
Review Date: 06 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <06 MAR 2003 by ThomasVJ>; APPROVED <22 MAR 2004 by CollinP0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED IN-STORE PROMOTIONS NOVEMBER 1975
TAGS: BEXP, BA
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006